

**BARABOO BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING AGENDA**



**Date and Time:** **Wednesday, February 20, 2019 5:45 P.M.**  
**Location:** **City Hall, 101 South Blvd., Baraboo, WI West Committee Room #205**  
**BID Members Noticed:** S. Fay, N. Marklein Bacher, B. Stelling, T. Wickus, L. Steffes, L. Stanek, Michael Zolper, S. Byberg, D. Ender  
**Others Noticed** E. Geick  
Media: News Republic, WRPQ, Library, City Hall

**OPENING**

1. Call to Order.
2. Roll Call.
3. Announce compliance with Open Meeting Law.
4. Approval of the minutes of the January 16, 2019 meeting.
5. Adoption of Agenda.

**REPORTS OF OFFICERS and COMMITTEES**

1. President
2. Secretary
3. Treasurer
4. Appearance Committee
5. Business Development Committee
6. Finance Committee
7. Parking Committee
8. Promotions Committee

**OLD BUSINESS**

- Joint Parking Committee Update

**NEW BUSINESS**

- Fund request for the branding initiative, \$5,000.00 from reserves
- Fund request from the promotions committee, over budget, \$3459.00, from reserves
- Upcoming Expiring appointments
- New City Council Member?
- Approval of Vouchers
- By-law Review
- Committee chairs, reminder, annual reports due in March
- 2018 Income Statement Only is attached; (balance sheet will not be available until 2018 closes).

**NEXT AGENDA ITEMS AND MEMBER COMMENTS**

**CORRESPONDENCE & ANNOUNCEMENTS**

**NEXT MEETING** – March 20, 2019 at 5:45 PM

**ADJOURNMENT**

Sarah Fay, Chairperson

***Board Members are asked to notify the President or Vice President at least 24 hours before the meeting if they will not be able to attend.***

Agenda prepared by S. Fay  
Agenda posted by D. Munz on 02/15/2019

**PLEASE TAKE NOTICE** that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact City Clerk Brenda Zeman, phone # 355-2700, ext. 7311, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the City of Baraboo who are not members of the above Council, committee, commission, or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, other than the Council, committee, commission or board identified in the caption of this notice.

**FOR INFORMATION ONLY, AND NOT A NOTICE TO PUBLISH**

**MINUTES of the BARABOO BUSINESS IMPROVEMENT DISTRICT (BID)  
BOARD OF DIRECTOR'S MEETING**

**January 16, 2019**

**Members Present:** S. Fay, B. Stelling, M. Zolper, T. Wickus, D. Ender, N. Marklein Bacher, L. Stanek

**Members Absent:** L. Stanek, D. Ender

Also Attending: Ed Geick

**Call to Order:** Sarah Fay presided over the meeting, called it to order at 5:48PM and noted compliance with the Open Meeting Law.

**Meeting Minutes:**

Moved by Byberg, seconded by Wickus and unanimously carried to approve the minutes of November 21, 2018.

**Agenda:** Moved by Wickus, seconded by Byberg and unanimously carried to approve the agenda as published.

**Reports of Officers and Committies**

**President** – Ad-hoc parking committee is being formed

**Appearance** – City will take down wreaths soon

**Business Development** – Both Pop-Up shops have closed. Baraboo Children's Museum has moved to east side.

**Promotions** – Exploring opportunities for additional ad opportunities

**Branding Update** – New logo distributed and discussed next steps and agenda for next meeting.

**Old Business:**

Bench update – Prices received for painting; Plan to replace 1-2 per year.

Branding initiative update – Bobbie Boettcher presentation

**New Business:**

1. Vouchers	City of Baraboo	896.26
	Downtown Baraboo, Inc.	250.00
	Wisconsin Public Radio	320.00
	Gatehouse Gardens	645.00
	Gatehouse Gardens	800.00
	Lamar	3,375.00
	Downtown Baraboo, Inc.	4,700.00
	Vinyl Graphics for You	<u>240.24</u>
	<b>TOTAL:</b>	<b>\$ 7,851.50</b>

Moved by Wickus, seconded by Zolper, and unanimously carried to approve the vouchers.

2. Nanny Park – Individual with concern regarding fence is now working with the City.
3. Garbage – Inquiry as to why garbage pickup is not included in taxes.
4. Discussion of parking committee formed for county.

**Correspondence & Announcements:**

**Next Meeting:** Wednesday, February 20, 2019 at 5:45pm, Committee Room #205.

**Adjournment:** Moved by Stelling, seconded by Wickus to adjourn at approximately 6:18 p.m.

Respectfully submitted, Nicole Marklein Bacher

## Statement of Account



**WISCONSIN**  
PUBLIC RADIO

Statement Date: 01/03/2019  
Aged As Of: 01/03/2019  
Page: 1

**Advertiser:** CITY OF BARABOO BID  
135 4TH ST  
ATTN: TODD WICKUS  
BARABOO, WI 53913

Transaction Number	Transaction Date	Contract Number	Station	Check Number	Net Amount	Applied Amount	Net Due
MC-1181237326	12/31/2018	156863	WERN-FM		\$500.00		\$500.00
MC-1181237326	12/31/2018	156863	WHA-AM		\$175.00		\$175.00

0 - 30 days	31 - 60 days	61 - 90 days	91 - 120 days	121+ days	Net Due
\$675.00	\$0.00	\$0.00	\$0.00	\$0.00	\$675.00

**Remit To:** For Account Questions Call 608-263-2170  
Wisconsin Public Radio  
Box 88698  
Milwaukee, WI 53288-0698

# INVOICE



**WISCONSIN**  
PUBLIC RADIO

Invoice #: MC-1181237326  
Invoice Date: 12/31/2018  
Contract #: 156863  
Page: 1  
Net Amount Due: \$675.00

Advertiser: CITY OF BARABOO BID  
135 4TH ST  
ATTN: TODD WICKUS  
BARABOO, WI 53913

Station(s): WERN-FM  
WHA-AM

Advertiser: CITY OF BARABOO BID  
Product: WERN WHA  
Estimate #:  
Agency Client Code:  
Buyer Name: TODD WICKUS

Salesperson(s): Jeff Durkee  
Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
<b>WERN-FM</b>							
MON	12/03/18	02:21p	1	15	GOURMET DINING RGN		\$50.00
		RGN UW					
TUE	12/04/18	12:42p	1	15	SPECIALTY STORES RGN		\$50.00
		RGN UW					
WED	12/05/18	08:44a	1	15	DOWNTOWN BARABOO RGN		\$50.00
		RGN UW					
THU	12/06/18	07:19a	1	15	GOURMET DINING RGN		\$50.00
		RGN UW					
FRI	12/07/18	06:20a	1	15	DOWNTOWN BARABOO RGN		\$50.00
		RGN UW					
MON	12/10/18	01:00p	1	15	DOWNTOWN BARABOO RGN		\$50.00
		RGN UW					
TUE	12/11/18	11:12a	1	15	DOWNTOWN BARABOO RGN		\$50.00
		RGN UW					
WED	12/12/18	02:59p	1	15	SPECIALTY STORES RGN		\$50.00
		RGN UW					
THU	12/13/18	09:39a	1	15	DOWNTOWN BARABOO RGN		\$50.00
		RGN UW					
FRI	12/14/18	05:43a	1	15	GOURMET DINING RGN		\$50.00
		RGN UW					
<b>WHA-AM</b>							
SUN	12/02/18	12:39p	3	15	DOWNTOWN BARABOO RGN		\$0.00
		RGN UW					
WED	12/05/18	01:06p	1	15	DOWNTOWN BARABOO RGN		\$35.00
		RGN UW					
WED	12/05/18	08:41p	3	15	GOURMET DINING RGN		\$0.00
		RGN UW					
THU	12/06/18	03:06p	2	15	SPECIALTY STORES RGN		\$35.00
		RGN UW					
FRI	12/07/18	02:27p	1	15	SPECIALTY STORES RGN		\$35.00
		RGN UW					

# INVOICE



**WISCONSIN  
PUBLIC RADIO**

Invoice #: MC-1181237326  
 Invoice Date: 12/31/2018  
 Contract #: 156863  
 Page: 2  
 Net Amount Due: \$675.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
SAT	12/08/18	12:41p	3	15	GOURMET DINING RGN		\$0.00
		RGN UW					
SAT	12/08/18	10:28p	3	15	SPECIALTY STORES RGN		\$0.00
		RGN UW					
TUE	12/11/18	03:35p	3	15	GOURMET DINING RGN		\$0.00
		RGN UW					
TUE	12/11/18	05:35p	1	15	SPECIALTY STORES RGN		\$35.00
		RGN UW					
WED	12/12/18	07:18a	3	15	GOURMET DINING RGN		\$0.00
		RGN UW					
SAT	12/15/18	04:17p	3	15	SPECIALTY STORES RGN		\$0.00
		RGN UW					
SUN	12/16/18	11:41a	1	15	DOWNTOWN BARABOO RGN		\$35.00
		RGN UW					

## WERN-FM

Total Spots: 10  
 Gross Amount: \$500.00  
 Agency Commission: \$0.00  
 Net Amount: \$500.00

## WHA-AM

Total Spots: 12  
 Gross Amount: \$175.00  
 Agency Commission: \$0.00  
 Net Amount: \$175.00

Remit To:  
 For Account Questions Call 608-263-2170  
 Wisconsin Public Radio  
 Box 88698  
 Milwaukee, WI 53288-0698

## Invoice Totals

Total Spots: 22  
 Gross Amount: \$675.00  
 Agency Commission: \$0.00  
 Net Amount Due: \$675.00

Tax Exempt #: 39-1447533  
 For Account Questions Call 608-263-2170

If paying by check, please include the invoice number or numbers that you would like the check to be applied to.



**PO Box 317  
Baraboo, WI 53913**

## Invoice

**Bill To:**

*Business Improvement District  
Att: Promotions Committee  
101 South Blvd  
Baraboo WI 53913*

Date	Invoice #
1/9/2019	6622

**Appearances: Per Lacey**

**250.00**

***Total Service Fees Due***

***\$250.00***

***Payments/Credits***

***\$0.00***

***Balance Due***

***\$250.00***

***Thank You For Your Business!!!***

BID

Invoice

The Sign Shop of Baraboo  
PO Box 256  
1660 Water St. (Hwy 113)  
Baraboo, WI 53913

Date	Invoice #
12/19/2018	2150

Bill To
City of Baraboo BID 101 South Blvd. Baraboo, WI 53913

Terms	Due Date
Net 30	1/18/2019

Description	Qty	Rate	Amount
8' x 20' Billboard wraps (at Badger Glass) Shop Downtown Baraboo - installed Oct 31, '18 per Todd Wickus	2	600.00	1,200.00T

FINANCE CHARGE OF 1.5% INTEREST PER MONTH ON OVERDUE BALANCES

<b>Subtotal</b>	\$1,200.00
<b>Sales Tax (0.0%)</b>	\$0.00
<b>Total</b>	\$1,200.00
<b>Payments/Credits</b>	\$0.00
<b>Balance Due</b>	\$1,200.00

Phone #	Fax #	E-mail
(608) 356-5432	(608) 356-5432	signshop@shopstop.net

December 18, 2018

MEMO TO: BID Promotions Committee  
FROM: Fred Moh, Farmers' Market Manager  
RE: Expenses From June 1, 2018 to October 31, 2018

OFFICE EXPENSES:

JETPACK Premium (security program for Farmers' Market website)	\$99.00
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MILEAGE: 854 miles @ \$.30 each	\$256.20
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TOTAL:	\$355.20
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Questions: Fred Moh, 356-5606

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## Billing History



Jetpack  
by Automattic, Inc

Jul 9, 2018

## RECEIPT ID

30497033

## TRANSACTION ID

stripe:ch\_1Cm1H2AEuZoIBr94L4w5xUcO

## PAYMENT METHOD

VISA ending in 5628

## BILLING DETAILS

Nancy J Dillman

## Order Summary

DESCRIPTION	AMOUNT
Jetpack Premium (recurring)	\$99.00
<b>Total:</b>	<b>\$99.00</b>

[Print Receipt](#)[Contact Jetpack Support](#)

[← Back](#)

Manage Purchase

Baraboo Farmers Market  
www.baraboofarmersmarket.com




## Jetpack Premium

Site Plan

\$99<sup>.00</sup>

Comprehensive, automated scanning for security vulnerabilities, fast video hosting, and marketing automation.

[View Plan Features](#)

Owner	Price	Subscription renews on	Payment method
 baraboofarmers	\$99 USD / year	July 7, 2019	5628

### Jetpack Premium Plan

#### Billing period

*Billed yearly, renews on July 7, 2019*

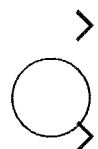
#### Backups and security scanning API key

aIf0nSs2EeyeeetxamGYoJQYay7QEOsMAVTtPDoZhd

[Copy](#)

#### Anti-spam API key

9aade01c0fb0

[Copy](#)[Edit Payment Method](#)[Cancel Subscription and Refund](#)



GARDEN CENTER  
& GREENHOUSES

September 18, 2018

## Downtown Baraboo Holiday Décor Proposal

30 Light poles with mixed pine, balsam roping  
(Lights provided by Downtown Baraboo)

Installed: \$75/pole \$2250.00

1 - 14' Balsam Fir tree atop Al Ringling Theatre  
(Lights provided by Downtown Baraboo)

Installed w/lighting \$700.00

Mixed evergreen roping for purchase by local businesses:

\$1.50/LF	Installed:	\$1.50/LF
After 10/15	Installed:	\$1.75/LF

Removal up to 50'

\$20.00

Removal up to 100'

\$40.00

Hand Tied Wreaths	Decorated	Undecorated
16"	\$51.00	\$31.00
24"	\$67.00	\$47.00
36"	\$90.00	\$65.00
48"	\$136.00	\$100.00
60"	\$182.00	\$142.00
72"	\$223.00	\$173.00

All garland/decorations installed by November 15, 2018

All garland/decorations removed by January 30, 2019

Landscape Techniques, LLC

Vern Esser

608-355-0617

**City of Baraboo**  
**BID Fund 390**  
**Income Statement with Comparison to Budget**  
**For The One Month Ending January 31, 2019**

<b>Revenues:</b>	<b>Current Month</b>	<b>Year to Date</b>	<b>Budget</b>	<b>Percentage of Budget</b>
BID Assessment	\$ 47,900.00	\$ 47,900.00	\$ 46,900.00	102.13
Contrib Baraboo Public Arts	-	-	-	-
Donations and Contributions	76.00	76.00	1,000.00	7.60
Transfer from General Fund	-	-	-	-
Fund Balance Applied	-	-	-	-
<b>Total Revenues</b>	<b>\$ 47,976.00</b>	<b>\$ 47,976.00</b>	<b>\$ 47,900.00</b>	<b>100.16</b>
<b>Expenditures:</b>				
<b>Economic Development</b>				
Facilities Improvements	\$ -	\$ -	\$ -	-
Facility Improvements	-	-	-	-
<b>Total Economic Development</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Transfer to Debt Service</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total Transfer to Debt Service</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Transfer to Capital Projects</b>				
Cost Reallocation	\$ -	\$ -	\$ -	-
<b>Total Transfer to Capital Projects</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Community Development</b>				
Publishing	\$ -	\$ -	\$ -	-
Professional Services	-	-	2,000.00	-
Accounting Services	-	-	800.00	-
Parking Lot Development	-	-	1,500.00	-
Appearances/Banners	-	-	17,000.00	-
Promotions	49.00	49.00	20,500.00	0.24
Business Development	-	-	5,250.00	-
Office Supplies	-	-	200.00	-
Operating Supplies	-	-	-	-
Insurance	-	-	650.00	-
<b>Total Community Development</b>	<b>\$ 49.00</b>	<b>\$ 49.00</b>	<b>\$ 47,900.00</b>	<b>0.10</b>
<b>Total Expenditures</b>	<b>\$ 49.00</b>	<b>\$ 49.00</b>	<b>\$ 47,900.00</b>	<b>0.10</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ 47,927.00</b>	<b>\$ 47,927.00</b>	<b>\$ -</b>	

**City of Baraboo**  
**BID - Pocket Park Fund 392**  
**Income Statement with Comparison to Budget**  
**For The One Month Ending January 31, 2019**

<b>Revenues:</b>	<b>Current Month</b>	<b>Year to Date</b>	<b>Budget</b>	<b>Percentage of Budget</b>
Interest on Investments	\$ -	\$ -	\$ -	-
Donations and Contributions	-	-	-	-
Transfer from BID	-	-	-	-
Fund Balance Applied	-	-	-	-
<b>Total Revenues</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Expenditures:</b>				
<b>Community Development</b>				
Operating Expense	\$ -	\$ -	\$ -	-
Land or Land Improvements	-	-	-	-
Facilities Improvements	-	-	-	-
<b>Total Community Development</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Net Revenues/(Expenditures)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	



# The Baraboo Area Brand

*Plan for Moving Forward*

# Phase 1 - Need

- Highway 12 expansion
- Dated signage
- Multiple Municipalities
- Multiple Organizations



# Phase 2 - Development

- Joint forces
  - Village of West Baraboo
  - City of Baraboo
  - Business Improvement District
  - Downtown Baraboo Inc.
  - Baraboo Area Chamber of Commerce



# Phase 2 - Development

- Recommendations from House United
  - Unison Marketing – Short Term
  - Improved Experiences – Medium Term
  - Improved Infrastructure – Long Term



# Phase 2 – Development

## Unison Marketing –Short Term

- Create logo/identity for Baraboo Area
- Co-op Marketing opportunities
- Tourism Director Position
- Content Creation position

## Improved Experiences – Medium Term

- Initiative to stay open for visitors (weekends, evenings, off season)
- Mini experiences (paddle bar, seasonal kiosks, adventure groups)
- Create night time arts culture
- Attract artisans – community of “makers”
- Incremental thematic festival for chamber members

# Phase 2 - Development

## Improved Infrastructure – Long Term

### (Public/Chamber)

- Decorative gateways
- Promotional Signage
- River walk improvements
- Tourism kiosks
- Map installations

### (Private)

- More restaurants
- Boutique hotels
- Airbnb's
- Private transportation
- Unique bars

### (Maintenance)

- Road resurfacing
- Houses in disrepair
- Downtown board ups

# New Logo & Brand



- Promise & Expectation
  - Adventure/Discovery
  - Authentic
  - Emotional/Hart-felt
- How it lives
  - Uncluttered images
  - White space
  - Classic

Baraboo Area Chamber of Commerce

2019 Community & Visitor's Guide

Discover-Baraboo.com

# DISCOVER REAL BARABOO



SHOPPING | DINING | ATTRACTIONS  
MAP | OUTDOOR ADVENTURE | EVENTS

# Phase 3 - Implementation

- Unify Baraboo Area Visuals & Messaging
  - Launch logo and brand
    - Marketing
    - PR
    - Web
    - Social Media
    - Signage

# 2019 Roll Out

[illegible]

# Roll Out

## Quarter 1 (January - March)

- Sign Development
  - Internal Way finding
  - Entrances (billboard and road level)
- Print Development
- Website Design & Development
- Print Investments & Redesign
- Develop first co-operative offering
- Legal Securities (copy write)

# Roll Out

Quarter 2 (April – June)

- Digital marketing start
- Finalize summer print plans
- Official launch of website
- Governors conference on tourism booth
- Final selection and & implementation of signage

# Roll Out

## Quarter 3 (July – September)

- Fall Print Campaign Planning
  - Co-operative packages
- Adjust digital for fall campaign
- Seek UGC (user generated content)
- Begin planning for holiday promotions

# Roll Out

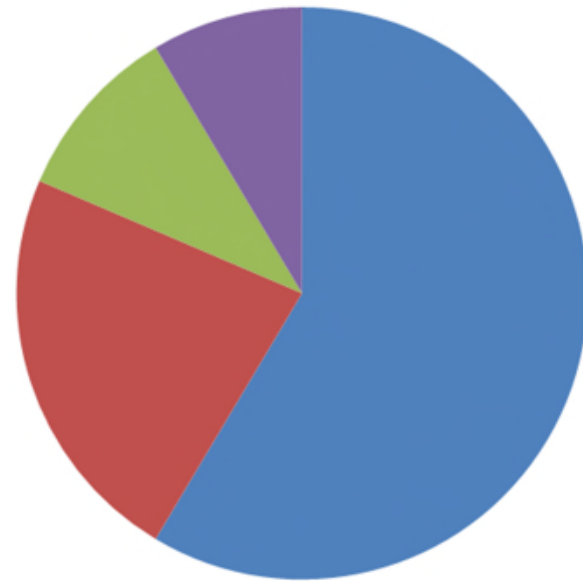
Quarter 4 (October – December)

- Implement holiday promotions
- Adjust digital
- Develop and recruit for Winter Co-op opportunities
- Assess roll out
- Suggest changes for 2020

# Brand Launch

- ❑ Motivate visitors to come to the community
- ❑ Experience when they get here

- Digital
- Print
- Signs



# Phase 4 - Sustainability

- Rally teams around:
  - Short/Med/Long
    - Unison Marketing
    - Improved Experiences
    - Improved Infrastructure

# How?

- Chamber takes the lead
  - Marketing & Communications Coordinator takes lead on design, marketing, PR, web, Social Media
  - Executive Director takes lead on Signage and program development (w/membership duties)
  - Office Coordinator takes some membership processing duties
  - Tourism Specialist retained/hired to take phone and visitor traffic

# How Con't

## The Chamber Brings

- Chamber has the personnel & expertise implement – no need to hire outside consultant
- Equipment to implement

# How Much?

- Marketing (the \$ needed to implement)
    - \$18,941
  - Time (38% of full-time position)
    - \$15,573.60
- \$34,514
- Each Partner contributes \$7,000 – 10,000

(not including signs)

# Today – What do we need to do?

- Take concept and ask back to your entity for commitment.